**CHARITY OF THE YEAR:**

**[Name of company] names Rainbow Trust Children’s Charity as its Charity of the Year**

[Place image of company logo or team]

*Firm aims to raise £X to help families with terminally ill children*

Rainbow Trust Children’s Charity has been selected as [name of company] Charity of the Year for 2015 by its staff and the organisation aims to raise £X throughout the partnership.

The company, which [insert summary of the organisation], has committed all of its annual fundraising efforts to help the charity. Rainbow Trust will [fundraise, increase awareness and engage with employees across the company] throughout 2015 in a bid to raise vital funds to help support more families with a terminally ill child.

[Insert name and job title] at [insert company], said: “[insert suggested quote]”.

Heather Wood, Chief Executive of Rainbow Trust said: “We are absolutely delighted to have been selected as [name of company] Charity of the Year 2015. The partnership will have a huge impact for Rainbow Trust, enabling us to support more families who have a child with a life threatening or terminal illness. We have already received a great response from employees willing to fundraise for us and we can’t wait for the partnership to start".

Rainbow Trust is a national charity which offers emotional and practical support for the whole family; from their child’s diagnosis, during treatment and, if needed, through bereavement and beyond. It relies almost entirely on voluntary donations and thanks to its generous supporters is able to help almost 1,800 families across the UK.

**- Ends -**

**PHOTO NOTES:**

**NOTES TO EDITORS:**

* Rainbow Trust Children’s Charity provides expert social palliative care to families when their child has a life threatening or terminal illness. Offering emotional and practical support, assistance is available for families 24 hours a day.  Individually tailored high quality care is offered from diagnosis through to treatment and, should a family become bereaved, the charity will continue to support them for as long as they are needed, helping family members cope with the present and preparing them for the future.
* Rainbow Trust relies almost entirely on voluntary donations and through the outstanding generosity of its supporters is able to help over 1,800 families a year throughout England. However, this is just a quarter of the families that could benefit from its help. The charity’s vision is that one day all terminally ill children and their families will have access to a Rainbow Trust Family Support Worker.
* For more press information or opportunities please contact:

**Ashley Cox – PR Manager**

Tel: 01372 220 018

Mob: 07944 253 066

Email: [ashley.cox@rainbowtrust.org.uk](mailto:ashley.cox@rainbowtrust.org.uk)